Cartier Gives Nod To China, BRICs In "L'Odyssée" Short Film

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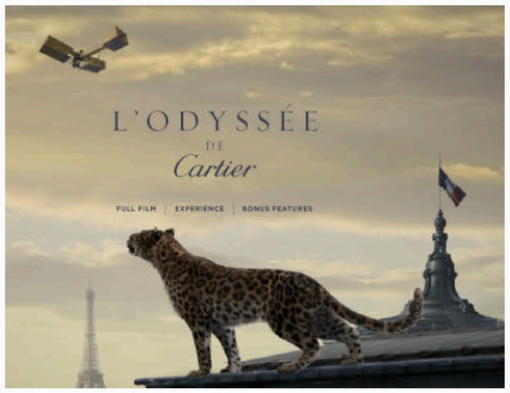
Film Includes Great Wall, Dragon Imagery Along With St. Petersburg and India



L'Odyssée de Cartier

Making its small-screen debut this weekend, Cartier's new three and a half minute advertisement/short film "L'Odyssée de Cartier" is the French luxury brand's attempt to not only dazzle established (and jaded) customers, but also to introduce its history and heritage to a new generation of consumers in emerging markets.

Tracing some of the key points in Cartier's 165-year history, the film follows the brand's historical symbol, a panther, as it traverses the globe and comes across a variety of symbolic characters on its journey.

Directed by Bruno Aveillan, the short film is packed with references to Cartier touchstones such as the "Tutti Frutti" style, the jewelry of the Maharajas and a reference to the Santos watch – the first modern wristwatch. Following "La Panthère" – a nod to Cartier's legendary designer, Jeanne Toussaint – from France to Russia, China, India and back, the film is in itself an attempt by Cartier to remind older markets of the brand's relevance, while making a very overt nod to its emerging buyer base.